

Notification of Transition to Subscription-Based Reseller Program

Dear [Reseller's Name],

We are excited to announce that effective [Date], we will be transitioning to a subscription-based reseller program. This new structure aims to provide our resellers with enhanced benefits and streamlined services.

Key details of the transition include:

- **Subscription Tiers:** We will offer multiple subscription tiers to cater to different business needs.
- **Benefits:** Each tier comes with increased discounts, marketing support, and priority customer service.
- **Transition Timeline:** All existing agreements will be honored until [Transition Date], post which the new subscription model will take effect.

Please feel free to reach out to your account manager for any questions or clarifications regarding this transition.

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Contact Information]